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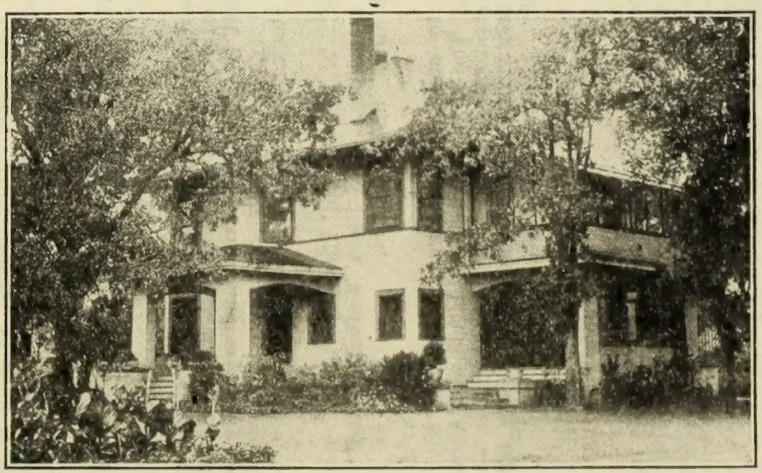
Make Home Beautiful

Southwestern Landscaping

To be Successful, must utilize Home Grown Trees and Flowers.

Our Ripe Experience and Unsurpassed Nursery Stock Give Us Superior Advantages

Let Us Serve You!



THE JOHN S. KERR NURSERY CO.

P. O. Box 768, SHERMAN, TEXAS

"OUR TREES, FLOWERS AND SERVICE ARE BETTER"

At the close of our shipping season for the spring we feel that we are justified in making the above claim, for it is with consciousness that we each and everyone, in the office, in the field and in the sales and collecting departments, have done our best. We now stand at the opening of a new season, ready to profit by any mistakes we have made in the past and to carry into effect the new lessons we learned so that we may render **A MORE PERFECT SERVICE.**

This List is prepared looking to that end and to assist our Salesmen in selling the stock we grow and to more intelligently serve our retail customers as to what they should plant, and where.

FRUIT DEPARTMENT

We have a large stock, well assorted and well grown. Our order sheets show the varieties we grow and they are the best adapted to this section. SELL THESE. We wish to recommend as our five best Plums the following: Six Weeks, Milton, Kernuco, Pool's Pride and Golden Beauty, they are very excellent Plums, and should be sold in preference to the others. We offer four of the Plum-Cherries, as you can see by referring to the new order sheet. We hope you will sell them largely.

PEACHES.—A fine stock. They promise as good as we ever grew. Apples, Apricots and Pears promise equally well. Also Plum and Plum-Cherry.

GRAPE VINES.—We have a large stock, especially two year vines. Push them. They will please everyone.

BERRIES.—There is nothing more profitable, or giving quicker returns in money, comfort and healthfulness than Blackberries and Dewberries. SELL THEM IN EVERY ORDER, and especially Thornless Dewberries. They are very fine. Strawberries are not profitably handled with other nursery stock. Do not sell them if you can avoid it.

SHADE TREES.—We have a full stock of young, vigorous trees, up to 1½ to 2 inches in caliper. Also Black Walnut up too '-8 feet. Fine for both shade and nuts. SELL THEM.

We refer you to our new catalogue, which we have revised and brought up to date. The stock here shown is all well known, tested varieties and will give satisfaction. All stock true to label, and grown with utmost care from the seed bed on through all of the operations until ready for the Planter.

ORNAMENTAL DEPARTMENT

THE DEMAND FOR ORNAMENTAL PLANTING is increasing year by year. Discretion in planting Evergreens and Blooming Shrubs as to their relative sizes especially is to be observed. In grouping such plants, the tall growing ones should be planted at the back, the medium growing ones in front of these, and finish with the small or dwarf growing ones. The following tabulation we believe will help you,

Tall Growing Ones

Evergreens

.....Arb. Chinese
.....Arb. Conspicia
.....Arb. Tex. Gla. Pyr
.....Cedras Deodara
.....Cypress Arizona
.....Cedar Red
.....Juniper Chinensis
.....Lig. Japonicum
.....Magnolia Grande
.....Oak Live
.....Photenia
.....Wild Peach

Blooming Shrubs

.....Althea, Pink
.....Althea, Red
.....Althea, White
.....Grape Myrtle
.....Chaste Tree
.....Flow. Willow
.....Flow. Peach
Lig. Amurence
.....Lilac, Purple
.....Lilac, Persion
.....Poinciana
.....Philadelphus
.....Prunus Pissardii
.....Russian Olive
.....Red Bud
.....Snowball
.....Tamarisk

Medium Growing

.....Arb. Compacta
Arb. Vitae, Bakers
.....Arb. Pyramidal
.....Euonymus Jap
.....Euonymus Patens
.....Juniper Columnar
.....Lig. Wax Leaf
.....Lig. Sheared
.....Arb. Tex. Gla. Con
.....Arb. Excelsa
.....Arb. Rosedale
.....Cedar Blue
.....Pyrcanthus

.....Almond, Pink
.....Almond, White
.....Barbery Thumber
.....Butterfly Bush
.....Cydonia Japonica
.....Deutzia P. of R.
.....Elder, Golden
.....Elder, Cut Leaf
.....Hibiscus
.....Lespedezia
.....Flow. Pomegranit
.....Fruit Pomegranit
.....Spirea van Houtte
.....Spirea Prunifolia
Snow Ball, Jap.
.....Wegelia Rosea

Low or Dwarf Growing

.....Arb. Golden Dwar
.....Abelia
.....Box Dwarf
.....Cape Jasamine
.....Jas. Humile
.....Juniper Canadensi
Lig. Lodense
.....Mahonia
.....Nandina
.....Pine
.....Arb. Bonita
.....Juniper Pfitzan
.....Rosemary

Crape Myr.Dw.Bl.
.....Hydranga
Indian Current
.....Snowberry, Red
.....Snowberry, White
.....Salvia Gregii, Red
.....Salvia Gregii, Whi
.....Spirea Thumbergi
.....Spirea Froebelii
.....Anisacanthus
.....Jasamine Nudiflor
.....Kerria Japonica

Perennials for Border Planting

Coreo. Grandiflora
Daisy, Shasta
Dianthus
Hardy Lilly
.....Iris
.....Iris, German

.....Peonias
.....Plumbago Larpen
Pennestum Grass
.....Tuberose
.....Violets
Asparagus
Garden Sage

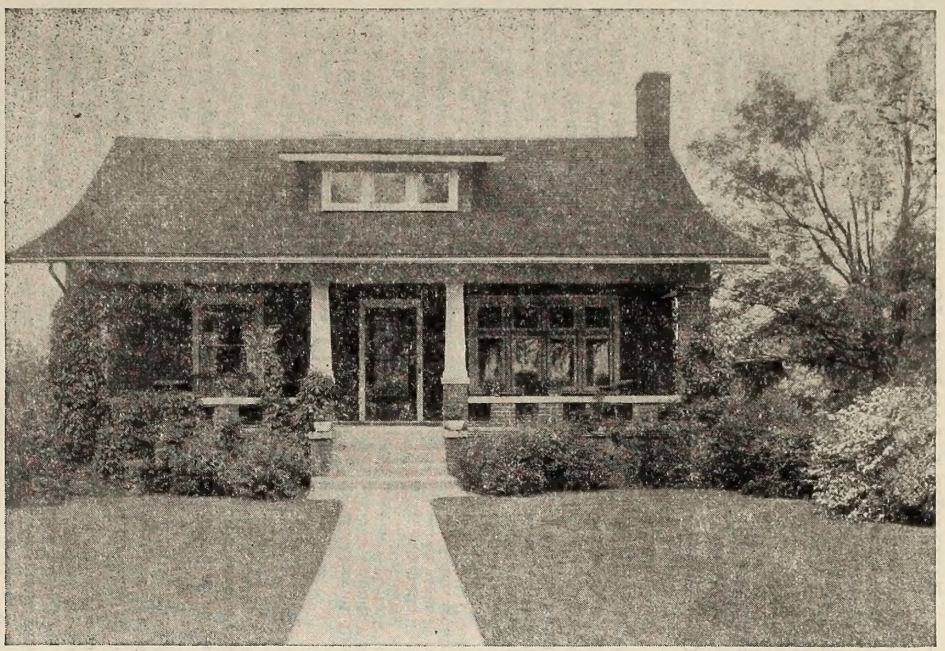
There are many plants, bulbs and roses not mentioned in the above list, yet we believe that reference to this list will aid the Salesman and Planter greatly in selecting and placing Evergreens and Shrubs.

Let us remind you once more that our interests are mutual, and in submitting this pamphlet for your consideration we have given it our best thought in the hope that all plantings will be successful.

Please preserve this list. Paste it in your catalogue for ready reference.

Yours for a Bigger and Better Business and More Perfect Service.

The John S. Kerr Nursery Co.



The Home Beautiful

And how to accomplish it, is One of the Prime Factors in Southern Home Making.

The Refinement of the Home is coming to be Judged Largely by the Tasteful Arrangement of the Home Grounds, and the Quality of the Trees, Flowers and Fruits.

Our ornamental stocks are the Largest and Best Selected to be found, especially adapted to the Southwest.

Let us Figure on your Landscaping and your plantings.